

## Message Text

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ACTION EB-07

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R 151652Z APR 76

FM AMEMBASSY BERN

TO SECSTATE WASHDC 2446

INFO AMCONSUL ZURICH

UNCLAS BERN 1659

E.O. 11652: N/A

TAGS: BEXP, AFSP, SZ

SUBJECT: COUNTRY COMMERCIAL PROGRAM - FY 78

REF: STATE 54879 AND PREVIOUS

1. HERewith RECOMMENDATIONS OF EMBASSY BERN/CONSULATE  
GENERAL ZURICH FOR FY 78 CCP AS REQUESTED REFTel.

2. SECTION III OF CCP TO INCLUDE SEVEN CAMPAIGNS (LISTED  
IN ORDER OF PRIORITY) AS FOLLOWS:

A. CAMPAIGN 1 - INCREASE SWISS IMPORTS OF U.S. CONSUMER  
GOODS. MANY CATEGORIES OF U.S. CONSUMER GOODS ARE  
PARTICULARLY COMPETITIVE IN PRICE, STYLING, AND  
FUNCTIONALLY. PROSPECTS FOR INCREASED SALES ARE VERY  
GOOD.

B. CAMPAIGN 2 - INCREASE SWISS IMPORTS OF U.S. ELECTRONIC  
COMPONENTS. WHILE THE U.S. IS REGARDED AS THE TECHNO-  
LOGICAL LEADER IN THIS FIELD, THERE IS PARTICULAR  
INTEREST IN CIRCUITRY FOR USE IN ELECTRONIC WATCHES.

C. CAMPAIGN 3 - INCREASE SWISS IMPORTS OF U.S. ANALYTICAL  
AND PROCESS CONTROL INSTRUMENTATION. U.S. EQUIPMENT  
HAS A GOOD REPUTATION GENERALLY, AND DEMAND IS EXPECTED  
TO PICK UP AGAIN BY 1978. SALES PROSPECTS IN U.S.  
SUPPLIERS ARE GOOD.

D. CAMPAIGN 4 - INCREASE SWISS IMPORTS OF U.S. BUSINESS  
EQUIPMENT. PROSPECTS ARE GOOD FOR DATA TRANSMISSION  
EQUIPMENT, AUTOMATIC BANK TELLERS, MICROCOMPUTER  
SYSTEMS FOR BUSINESS USE.

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E. CAMPAIGN 5 - VISIT USA. THE US IS BECOMING AN INCREASINGLY

POPULAR VACATION DESTINATION FOR THE SWISS. EFFORTS SHOULD CONTINUE TO ENCOURAGE THIS TREND.

F. CAMPAIGN 6 - INCREASE SWISS IMPORTS OF U.S. INDUSTRIAL AIR CONDITIONING, REFRIGERATION AND HEATING EQUIPMENT. JUSTIFICATION TO BE BASED ON POST-CONDUCTED MARKET STUDY TO BE SUBMITTED IN FY 77.

G. CAMPAIGN 7 - INCREASE SWISS IMPORTS OF U.S. METALWORKING AND FINISHING EQUIPMENT. SALES PROSPECTS ARE GOOD, AND A TARGETED PROMOTION EFFORT SHOULD HELP MANY NEW-TO-MARKET U.S. SUPPLIERS TO INTRODUCE THEIR PRODUCTS INTO SWITZERLAND.

3. SECTION V OF CCP EXPRESSED AS TOTAL RESOURCES UTILIZED AND BASED ON FORMAT OF TABLES II(A) AND II(B) OF FY 77 CCP SAMPLE:

A. PERSONNEL RESOURCES - CAMPAIGNS:  
240 FSO WORK-DAYS; 340 FSL/P WORK-DAYS; NONE FSS WORK-DAYS; 180 FSL/C WORK-DAYS.

B. PERSONNEL RESOURCES - NON-CAMPAIGN:  
860 FSO WORK-DAYS; 540 FSL/P WORK-DAYS; 220 FSS WORK-DAYS; FSL/C WORK-DAYS.

C. FINANCIAL RESOURCES - CAMPAIGN:  
\$2,900 FOR TRAVEL; \$1,400 FOR REPRESENTATION; \$ NONE FOR CONTRACT SERVICES; \$100 FOR MISCELLANEOUS.

D. FINANCIAL RESOURCES - NON-CAMPAIGN:  
\$4,050 FOR TRAVEL; \$1,840 FOR REPRESENTATION; \$27,125 FOR CONTRACT SERVICES; \$410 FOR MISCELLANEOUS.  
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